

ADVERTISING TERMS & CONDITIONS

1. To advertise in the Thornton Directory publication the advertiser agrees to abide by the advertising terms & conditions as set out below.
2. The Editor of the Thornton Directory reserves the right not to publish certain adverts.
3. The Thornton Directory is designed and published by Silver Lens Media.
4. The Thornton Directory is delivered to 5,800 homes & businesses in Thornton, Bradford, West Yorkshire, including nearby village pick-up points in Clayton, Denholme, Allerton and Queensbury.
5. For the purpose of these Terms & Conditions where the term 'you' or 'your' is used it refers to the advertiser/customer.
6. For the purpose of these Terms & Conditions where the term 'we' 'us' or 'our' is used it refers to Thornton Directory.
7. For the purpose of these Terms & Conditions where the term 'artwork' is used it refers to adverts, editorials, designs and/or articles.
8. Payment must be made in advance of the publication going to print (By the 20th day of each month).
9. We reserves the right to stipulate payment method if necessary.
10. If your invoice is not settled within these terms, your advert may be omitted from the publication, but you may still be charged for the space booked.
11. To qualify for discounts invoices must be settled within Thornton Directory terms.
12. If you stop advertising during a 3 month package, you may still be charged for the space booked.
13. All 3 month packages must be consecutive months, with no breaks unless agreed in writing by us.
14. You will be reminded to pay your outstanding invoices by email and telephone calls. Failure to pay within a reasonable and timely manner will result in a formal letter requesting immediate settlement. Letters posted by us regarding outstanding invoices will be charged at £10 per letter.
15. Electronic payments for invoices is preferred, but if paying by cheque for any amounts owed, any charges incurred by us due to a returned cheque will be passed on to you.
16. If you pay monthly and your payment is late on more than one occasion then you may be required to pay quarterly in advance, to ensure your advertisement is published each month.
17. All invoices will be emailed or posted. It is up to you to ensure we have your current email and postal address.
18. Advertisement bookings for one month only, must be paid for in full upon receipt of invoice by bank transfer.
19. A standing order must be set up for advertisement bookings for more than three months if you fail to keep up your payments and still wish to remain advertising with us.
20. It is your responsibility to check the advert and ensure that there are no errors including but not limited to spelling, grammatical, telephone numbers, font size etc. as no responsibility will be taken by us for any errors once the advert has been approved by you, or if you provide the advert nor to any consequences arising from any inaccuracies.
21. We are not to be held responsible for error in printing.
22. It is your responsibility to ensure conformity with the Trades Description Act 1975; Business Advertisements Disclosure Order 1977; Sex Discrimination Act 1975; and the Consumer Credit Act 1974 with your advertisements.
23. All artwork created by Thornton Directory remains the property of Thornton Directory and therefore must not be used in any other media without our permission, as this is a breach of copyright laws.
24. If you would like to use your artwork/advert/editorial/design/article which has been created by us in other advertising media a fee may be payable.
25. Advertisers found using artwork belonging to us without our permission may be fined £75 plus the cost of the advert.
26. If you want to change your advert at any time, you must do so before the 15th of the preceding month.
27. All artwork received from you must be copyright free and is taken as copyright free if supplied from any third party.
28. It is your responsibility to ensure all artwork provided to us is free from copyright. This includes any images, logos, photos, trade logos, clip art or any other content that is used in the advert.
29. First time advertisers requiring artwork need to supply all imagery and text by 10th of the month to be included in the following months' magazine. All other advertisers copy to be received by 15th of each month at the very latest, unless otherwise advised.
30. Copy and artwork can be supplied on a PC CD or via email. The following formats for final artwork are acceptable: JPEG, TIFF or PDF.
31. No responsibility will be taken for the print quality of any advert, image, logo, text and/or photo supplied at a lower resolution than 300dpi. Word documents with embedded images will not be accepted as useable artwork.
32. Once a package has been booked, it can only be cancelled in writing before 15th of the month prior the month it is due to be published.
33. If you wish to cancel a package once it has begun you will be re-invoiced for the full cost of adverts already published or pending if after 15th of the month.
34. For non-premium spaces, we do not guarantee position in the directory - either page position or placement on a page.
35. We do not offer exclusivity to any business nor do we provide it.
36. The distribution area of the directories may vary without notice at our discretion.
37. Any Terms & Conditions that are dated later than the date on these Terms & Conditions supersede them.
38. It is your responsibility to ensure you have read, understood and agreed to the Terms & Conditions of business as set out above.

By advertising with Thornton Directory you agree to the Terms & Conditions as set out above.